



The ATARI® Resource
ANTIC® Publishing Inc.
 524 Second Street
 San Francisco, CA 94107
 415 957 0886

Mark Reid
 1308 Martha Road
 S. Charleston, WV 25303

Dear Mark:

This is the second request I've sent you regarding your software that was previously published by Atari/APX because I've taken a special interest in Getaway!. Antic, the #1 Atari computer users magazine, is in a unique position to sell products developed by you and people like you who are committed to the Atari audience. Our commitment is to deliver quality product at "rock bottom" prices. You've already shown a similar commitment and together we can deliver to a marketplace that is currently being revitalized by \$119.00 800XL's being sold by the new Tramiel Atari Corp.

Our February, 1985 issue (on sale January 1st, for the Consumer Electronics Show in Las Vegas) will have an Antic Arcade catalog bound into it between the inside front cover and page 1. The Antic Arcade will contain over 75 software products and books, divided into 5 distinct product lines. The "APX Classics from Antic" line currently has 20 products by authors such as Jack Pavelich, Gray Chang, Jose Suarez, Sheldon Leemon, Doug Crockford, and Greg Thrush...

I've reviewed the programs published in the APX catalog, and am particularly interested in evaluating Getaway! -- it fits into our product line and has great potential. We're offering a non-exclusive contract and a better royalty than you enjoyed with Atari (and I'm under the impression that you signed a non-exclusive contract with APX). Please send me a copy of your program for review today or call me before 5:00 PST at Antic (415) 957-0886

Cordially,

Gary Yost
 Manager, Marketing Support

enclosure: December issue, Antic Magazine

author of
 if any APX product GETAWAY!
 + have received last royalty
 + through conversations with
 various Atari Corp. representatives
 + it appears that Atari Corp.
 is no longer interested in marketing.

Leonard Schuber
 Atari Corp.
 Sigmund Hertmann
 vs. 14
 Atari Corp.
 1265 Bonnegas
 Sunnyvale CA 94086

interested in marketing. If that's the case, then I would be interested in getting the rights assigned back to me so that I may -- (non threateningly) will APX continue... Interested in future submissions...

November 12, 1984

Terrie Cook → 1105 Harbor Ave.
 (408) 945-6043 Palo Alto, CA
 home: (415) 328-0103 94301
 mention
 • how to get out now
 • hasn't been marketed
 in nine months

November 29, 1984

Mr. Sigmund Hartmann
Atari Corp.
1265 Borregas Ave.
Sunnyvale, CA 94086

Dear Mr. Hartmann,

I am the author of an APX product called GETAWAY. Now that APX has been discontinued, I have received what I understand to be my last royalty payment. I am writing because I signed an exclusive contract for GETAWAY, when Atari Inc. had intentions to market it as a mainline product. I would be very pleased if Atari Corp. was also interested in marketing GETAWAY, but with the rapidly changing nature of the microcomputer software market, and the new management direction of Atari Corp., I would certainly understand if you were not interested. If this is the case, then I would like to get the rights assinged back to me so that I may make copies and attempt to sell the program myself. I would very much appreciate it if you could respond to me on this matter.

I would also like to know if Atari Corp. is interested in future submissions of software, and if so, what the procedure would be. Though I was naturally disappointed when the APX was cancelled, I am very excited about the recent changes at Atari, and I am eagerly anticipating the new products I have read about. I am interested in knowing if there is any procedure for obtaining "developer" status and learning about the new hardware as soon as possible. Thank you very much for your attention.

Best Regards,

Mark E. Reid
1308 Martha Rd.
So. Charleston, WV 25303
(304) 744-6592

August 26, 1985

Mr. Sigmund Hartmann
Atari Corp.
1265 Borregas Ave.
Sunnyvale, CA 94086

Dear Mr. Hartmann,

I wrote to you nine months ago (copy of letter attached) requesting release of the "exclusive" rights to my computer program GETAWAY, which was formerly marketed by APX. As I have recieved no reply, I can only assume you have no interest in marketing GETAWAY; therefore, I intend to proceed with efforts to market GETAWAY myself. If you have any objections, please let me know within 30 days.

Sincerely,

Mark E. Reid
1308 Martha Rd.
So. Charleston, WV 25303
(304) 744-6592

December 15, 1988

ANTIC Publishing, Inc.
ANTIC Arcade Submissions Dept.
544 Second Street
San Fransico, CA 94107

Dear Sirs,

I saw in your January 1989 issue that you are restarting the ANTIC Arcade and are seeking former APX software to publish. I would like to offer for your consideration a game program I wrote called GETAWAY. GETAWAY was published by APX in early 1983 and won first prize in their quarterly contest. It also won the \$25,000 Atari Star Award in January 1984. APX had plans to promote GETAWAY heavily with advertising, posters, etc. and therefore requested I sign an exclusive agreement with Atari, which I did. As you know, APX was closed shortly after that, so GETAWAY was left an orphan.

When the ANTIC Arcade was originally formed I was contacted about GETAWAY, but Atari still had exclusive rights to it. I have since reacquired the rights and would be very pleased if you are interested in publishing it. I doubt there is any product in inventory anywhere, but I still have the source code, production master and users manual. I even have a few of the posters that APX made. Please let me know if you are interested, and I can send a copy for you to evaluate.

Regards,

Mark E. Reid
14 Monterey Lane
Charleston, WV 25313

(304)776-8314

To APX Authors,

Enclosed are two copies of the contract for Main Street Publishing (MSP). If you wish to submit a program, fill out two copies. Fill in the name, address, and date on page 1. Sign and date on the last page. Everyone who has an ownership right in the program should sign. List all programs submitted on "Schedule A" under the signature line. Be sure to sign two copies.

Along with the contract, they need:

- A copy of the program which will load into the system on an 810 formatted disk. If the program requires BASIC, mark that on the diskette.
- A copy of the manual, in ASCII form, on an 810 formatted diskette. Label the file "MANUAL"
- Label your disk(s) "PROGRAM", "PROGRAM & MANUAL", or "MANUAL" depending what's on them.
- Please do not submit copy protected disks.

If your documentation is only in paper form, submit it that way and MSP will decide if they can do something with it. They will give preference to products which have the documentation on diskette.

If you have any questions, you may contact me

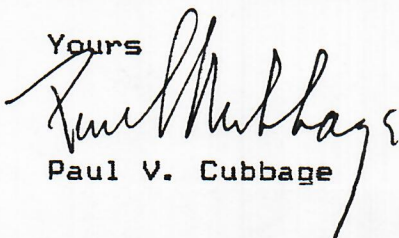
Paul Cubbage
16411 Hilow Ave
Los Gatos, CA 95030
(408)356 2614 hm
(408)971 9000 x684 wk

or you may contact MSP

Paul Strand
10740 South Lyndale, Ste 12W
Bloomington, MN 55420
(612)881 2623
(612)447 6818

I think you will find that MSP is offering a unique opportunity for mass distribution of your products. Let us all look forward to a year of opportunity.

Yours



Paul V. Cubbage



MAIN STREET PUBLISHING

January 29, 1986

Mark E. Reid
1308 Martha Road
S. Charleston, WV 25303

Dear Mark:

Enclosed please find a signed copy of the licensing agreement between yourself and Main Street Publishing. Main Street Publishing looks forward to a long profitable relationship with you. We will be in contact in the near future with some more information on our company.

Sincerely,

A handwritten signature in blue ink that reads "Lori Ruud".

Lori Ruud

Encl.